Branding, Strategy & Advertising

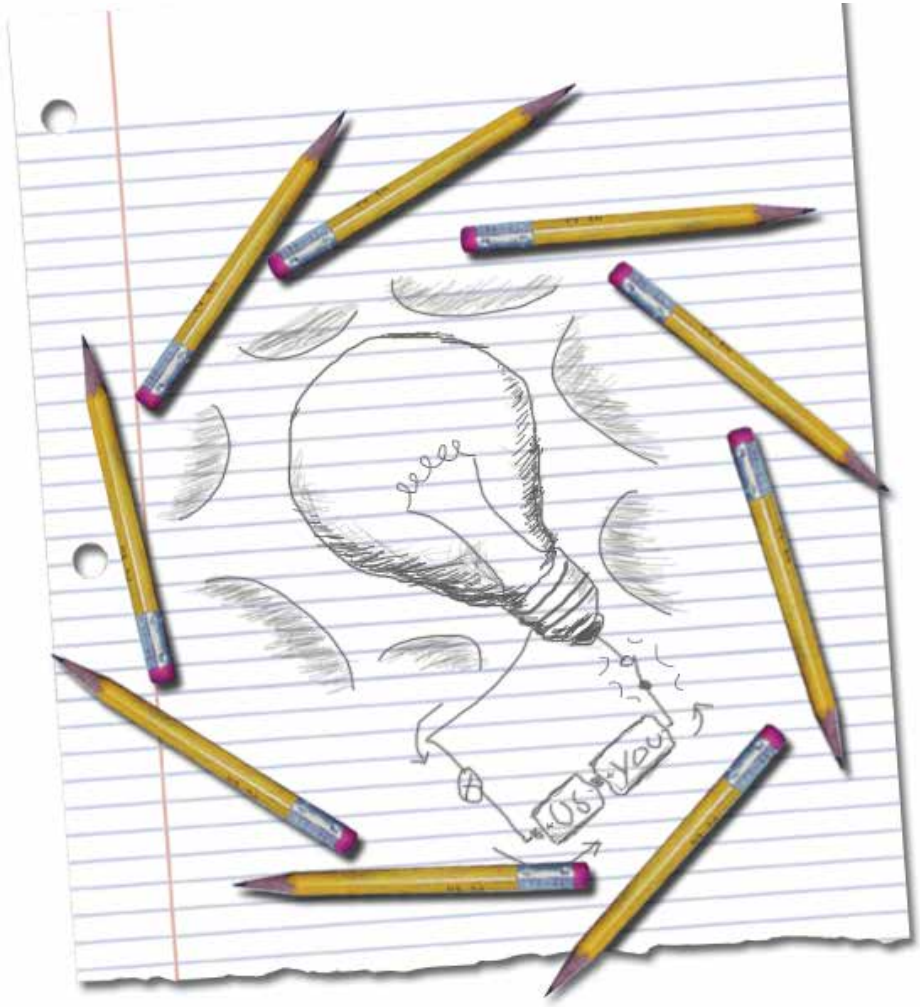
NICK CREATIONS.®
DIVERSIFYING BRANDS

Evolution of Diversity

Nick Creations was founded in August 2003.

Armed with the firm belief that we had something unique to offer the local market, by avoiding existing trends and following our motto, **Diversifying Brands,** Nick Creations now stands as a Brand Development agency with the energy, passion and creativity that gives our clients a leading edge.

Our confidence is pooled from a team of professionals who don't hesitate to leap boundaries and blaze new trails in creative design and brand development strategies.



Our Motto

Our motto is simple – Diversifying Brands

What does our motto mean to our clients?

- That there is an endless list of solutions we offer.
- That we can give their products versatility whilst maintaining the brand & image of the company.

"Half the money I spend on advertising is wasted, the trouble is I don't know which half!"

Lord Leverhulme, Founder - Unilever

Game Policy:

Diversity + Passion = The Synergy to Build Brands

What is Diversity?

Diversity*: the art of consolidating your penetration among your niche markets through Branding and Strategic Positioning via multiple channels.

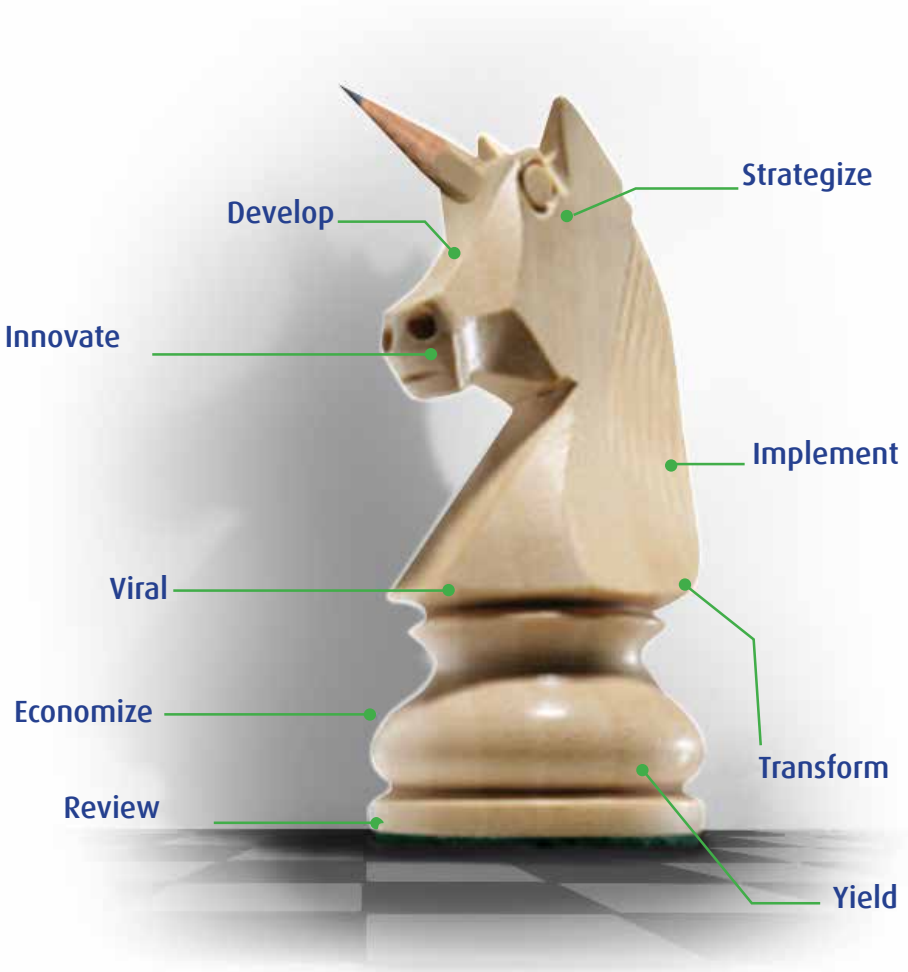
Nick Creations is largely involved in Brand development. Since 2003, we have been key in the birth of several brands, developing aggressive and effective campaigns. Example: Logo Design & Branding of Pacis Insurance, Africa Fairtrade annual conventions, Business Mind Africa, E – Manage Africa, Universal Traders Sacco, Fortune Sacco, Pulse healthcare, amongst others.

Our experience enables us to develop effective brand campaigns for new entrants and revitalise existing brands in the market.

Nick Creations is at the forefront of multimedia technology and we are always geared towards innovation. We believe that by integrating individual passion with organisational values(diversity) we can create a synergy that not only propels our client brands to new heights but also breeds a new market of "energised brands".

We believe in shaping the future and each day's challenges and successes drive us towards creating brands driven by diversity.

Our Move: Diversity



"The brand is only as good as your products"

Sir Richard Branson, Founder and Chairman, Virgin Group

Diversity: The Execution Plan

Brand Development

Nick creations through its Art Development Product, has been able to churn out unique and compelling creative designs, identifying abstract areas of a company which can be diversified through:

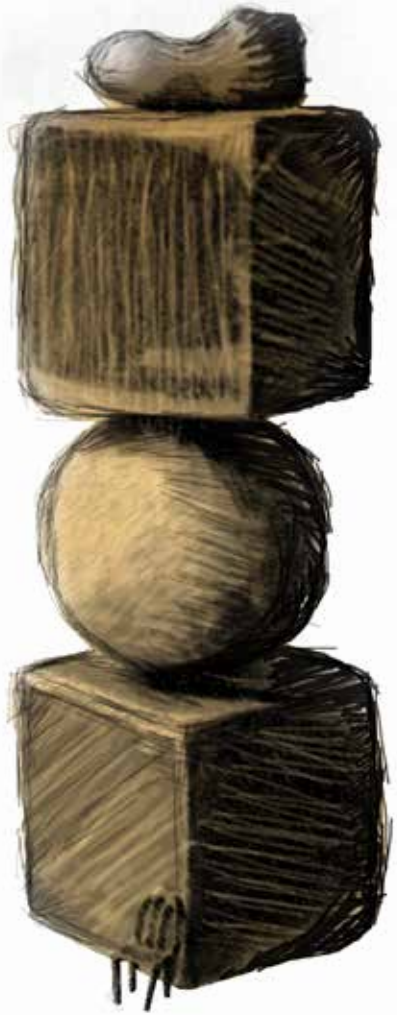
- Brand Initiation - Logo Design and Stationery Adaptation
  - Letterheads
  - Complimentary slips
  - Certificates
  - Business cards
  - Delivery notes

- Brand Culture through:
  - Print Management – Newsletters, annual reports, postcards, brochures, catalogues, magazines, product packaging
  - Interior Design & Photography - abstract paintings, illustrations, glass blowing & engraving
  - Signage – billboards, road signs, door signs and banners

Brand Advertising

Our current scope of delivery includes:

- Media buying
- Print
- Outdoor advertising
- TV & radio production
- Advertising campaigns



"The crucial ingredient in the success of any brand is its claim to authenticity."

Al Reis and Laura Reis

Diversity: The Execution Plan

Brand Evaluation

With the intense competitive environment, Nick Creations is devoted to delivering innovative solutions. Our services look at positioning your brand as a market leader. They include:

- Market research
- Brand mapping
- Brand audit
- Customer analysis

Brand Enhancement

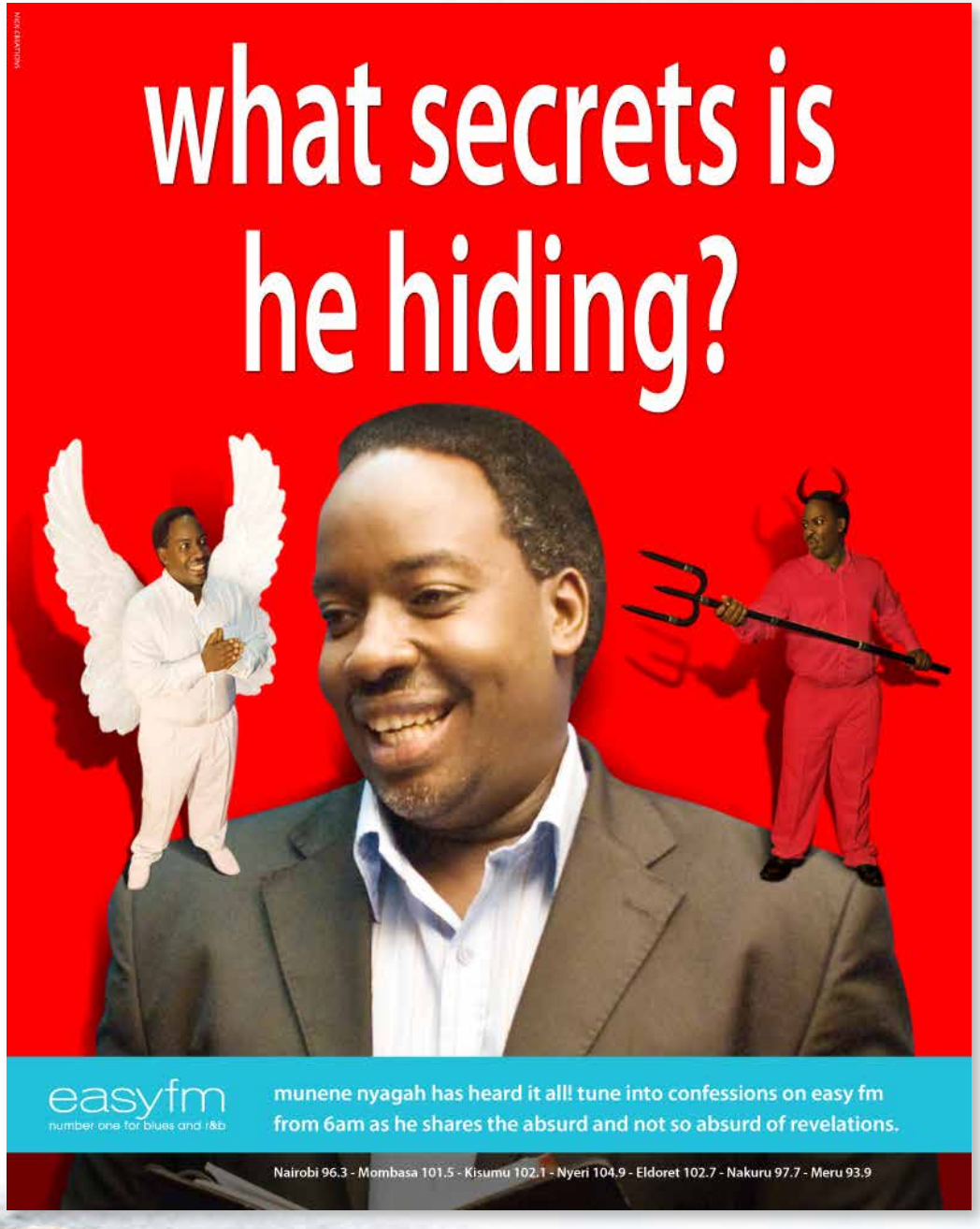
Nick Creations believes that though a brand name may be catchy, fairly descriptive of the product or its usage, and memorable, it still needs to be enforced to increase consumer recognition and enhance the image of the brand in the highly competitive marketplace.

With this in mind we have incorporated:

- Public relations & media penetration
- Event management
- Brand activations and promotions
- E-marketing and flash banner Ads
- Social media marketing
- Audio and video production
- Visual effects and movie animations
- 3D animations

"Never underestimate the power of design to differentiate."

David Reyes-Guerra

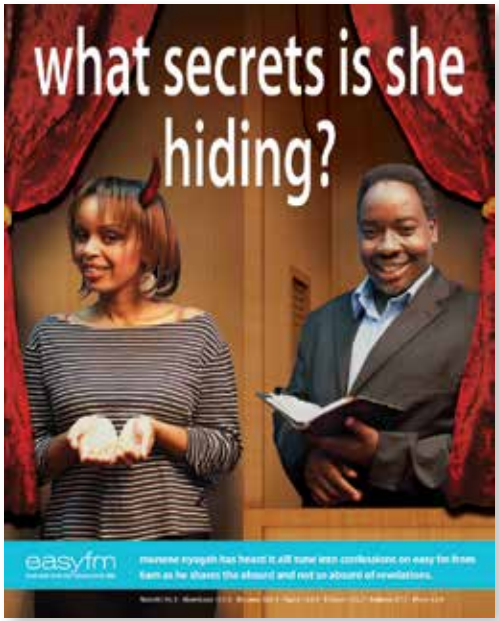


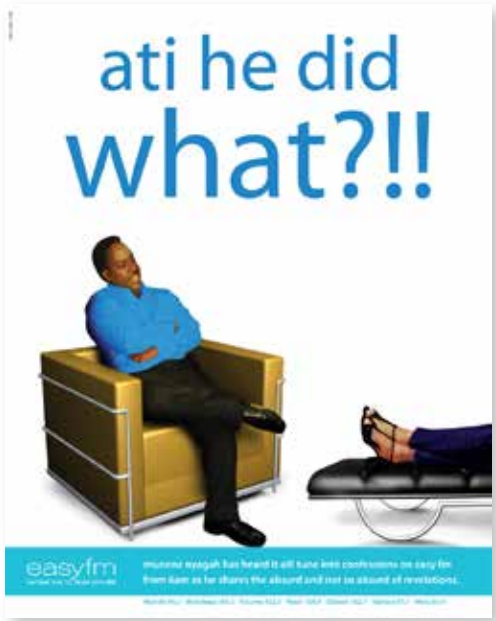
1 Confessions Campaign

Easy FM Radio is one of the radio stations owned by Nation Media Group, the largest media house in East and Central Africa. The station has the highest national share of ear amongst english stations in Kenya.

The brief was to develop a tactical campaign that will drive traffic to easy fm's breakfast show, easing them into their day with soothing R&B and a humorous presenter who gets people to confess their secrets.

Execution: Use of compelling messages on print and photography





> Print Ads

2 Agency Banking & Mortgage Campaign

Housing Finance company is the leading mortgage provider bank and premier property company in Kenya. It leads in offering of integrated solutions for the prospective homeowners and property developers.

The brief was to develop print & social campaigns that will emotionally connect with the customers, educate customers and suppliers on their various banking & real estate products.

Execution: Print, social marketing(google ads), outdoor(banners, danglers)

> Poster & Z-Card

3 Luv & Tag Campaign

Luminarc is an international brand that offers fine dining solutions through their exquisite cutlery and dinnerware.

The client brief was to create a self-running campaign for the Luminarc brand, riding on the platform of valentines days and thus generate consumer excitement, enhance consumer participation and drive sales volumes in various outlets in the Kenyan market.

Execution: Print, photography, social marketing(facebook), promotional items(gift packs, tshirts), outdoor(banners, danglers)

> Rollup Banner

> Shirts

> Danglers

4 White Dezert Branding/Photography/Online

White Dezert is a brand of yoghurt founded on a new approach to healthy! Borne out of a desire to make high-quality, great tasting yogurt, made with only natural ingredients, we were approached to create compelling photography to showcase their unique brand of yoghurt and White Dezerts' unwavering commitment to producing the best-tasting, highest quality products.

Execution: Photography, print & online

5 Shine Campaign

CfC Stanbic Bank is part of the Standard Bank Group, the fourth largest bank in Kenya measured by total assets, providing excellent business and private banking solutions in Kenya and beyond.

The client brief was to create an animated e-newsletter to be distributed within their internal wide area network showcasing their events including CSR activities.

Execution: Design & coding of e-Newsletter

> Sample newsletter pages

> HTML online rendering of e-newsletter using aplin's anidocs (animated documents)

6

WOCCU/ Bill & Melinda Gates Foundation Brand Development Projects

World Council of Credit Unions(WOCCU), a leading international trade association and development agency for credit unions and Bill & Melinda Gates Foundation embarked on a project to rebrand select saccos in Kenya.

Nick Creations was awarded the complete rebrand project of the saccos under the WOCCU banner which involved research, focus groups & panel reviews with sacco members and staff.

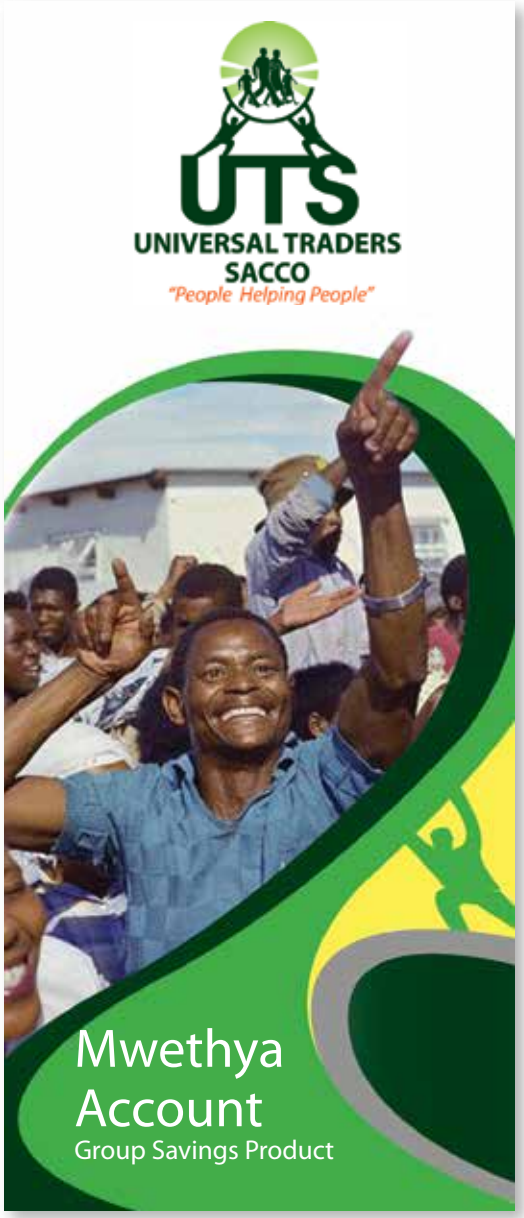
Execution: Logo rebrand, print, online, outdoor, press, photography, promotional items(eg tshirts), outdoor(banners, signage, danglers)

Re-Branded Sacco's

MMH sacco
"Quality Service To Our Members"

JAMII Sacco Society
Saving & Investing Together

UTS
UNIVERSAL TRADERS SACCO
"People Helping People"



> Flier

7 Fortune Sacco Re-Brand Project

Fortune Sacco, is a leading provider of financial services, their core market segments mainly been micro and small enterprises in kenya.

Nick Creations was given the task of doing a complete rebrand of the sacco (formally known as Kirinyaga District Farmers SACCO)

Execution: carried out field research, focus groups & panel reviews with sacco members and staff to ascertain preferences on the Logo rebrand and themes. Avenues such as print, online, outdoor(banners, signage, danglers), radio, were exploited to strengthen the brand positioning within the sacco market.

Re Branded Logo

fortune sacco

Your Success, Our Success

> Fortune Sacco poster

8 Other Brand Development Projects

9 Brand Enhancement

> Mater Heart Run storyboard

Mater Heart Run Television Commercial

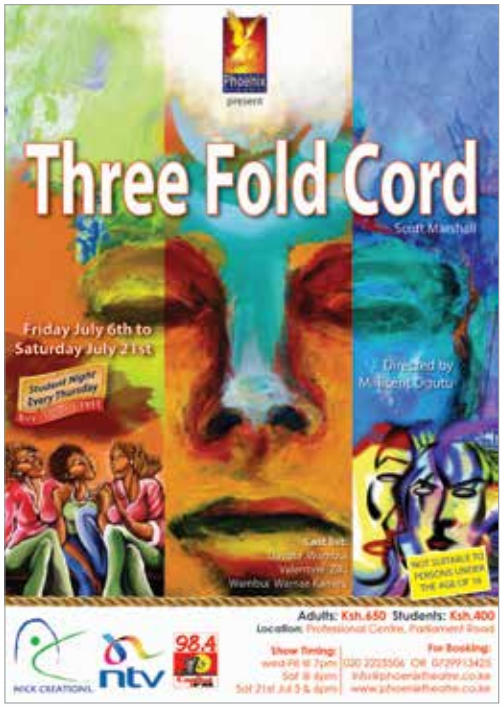
We were briefed to develop a television commercial calling for support and highlighting the plight of those suffering from heart disease

Execution: Television Commercial

Various e-Fliers, web banners & email signatures

We have created compelling brand enhancing executions showcasing our clients products, events or promotions

Execution: HTML based electronic fliers, banners & signatures



> Digital banner & eflier

10 Brand Evaluation

Africa Fairtrade Convention, is an annual convention organized by Fairtrade which offers an alternative approach to trade & supports producers in securing better deals, contributing to greater sustainable development in Africa. They approached us to use our intense application of IT & New Media to enhance their campaign.

Execution: Logo rebrand, E-cards, powerpoint templates, website template, HTML based signatures, print, photography, promotional items(eg pens, folders), outdoor(banners)

> e-flier

> Website & email signature

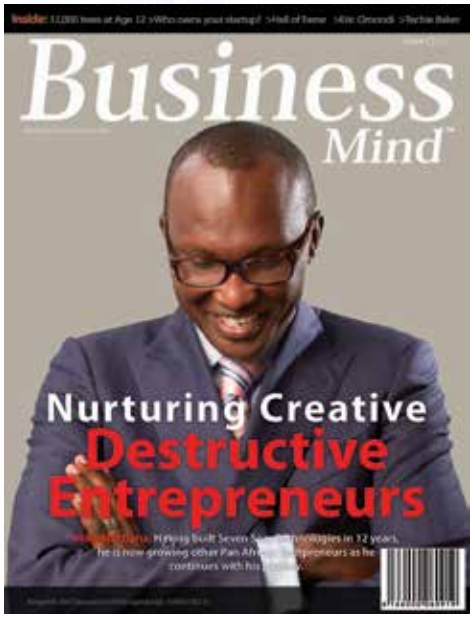
11 Print Management

Clients: Fairtrade, Business Mind, Film Kenya, Fortune Sacco, Outdoors Africa, Platinum Associates
Brief: Manage print jobs from banners, posters, fliers, magazines to product packaging

> Roll up banner

> Platinum Associates desktop cover

> Platinum Associates desktop calendar



> Magazines

> Kenya Dairy Board Car Branding

> Leah & Gibson coffee flier

> ‘Bebesha Trolley’ Luminarc In-store Marketing Collateral

> Fortune Sacco’s launch fliers

Our Clients

* The Logos above 'represent' clients we've handled. The Brand Identity and all related rights are reserved to the CLIENT and NOT Nick Creations .

References

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